PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.:	10/053,867	Confirmation No.: 5358
Applicant(s):	Buehl et al.	
Filed:	January 18, 2002	
Art Unit:	2623	
Examiner:	Shepard, Justin	
Title:	SYSTEMS AND METHODS FOR PACKAGING, DISTRIBUTING, AND MANAGING ASSETS IN DIGITAL CABLE SYSTEMS	

Docket No.: 043314/236951
Customer No.: 00826

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

PROPOSED AGENDA FOR TELEPHONIC INTERVIEW

Sir:

A telephonic interview for the above case is presently scheduled for Tuesday, Sept 29, 2009, at 10:30 a.m. (e.s.t.). A proposed agenda is provided for discussion in conjunction with the Office Action mailed July 7, 2009.

PROPOSED AGENDA

1) **Scope of Discussion.** Since Slik is used as the primary reference for rejecting all claims under 35 U.S.C. 103, it is suggested at the interview for the present interview be limited to discussing Slik to better understand which elements are alleged to be found in Slik. It is difficult for the Applicant to proceed without firmly understanding the allegations involving Slik, let alone when combined with the other references.

2) **Overview of Prior Art Cited in Office Action**

   a. Slik (U.S. Patent 7,028,071). Two capabilities: e-commerce transactions and substitution of ads by Set Top Box.

Appl. No.: 10/053,867
Amdt. dated September 28, 2009
Reply to Office Action of Nov. 1, 2007

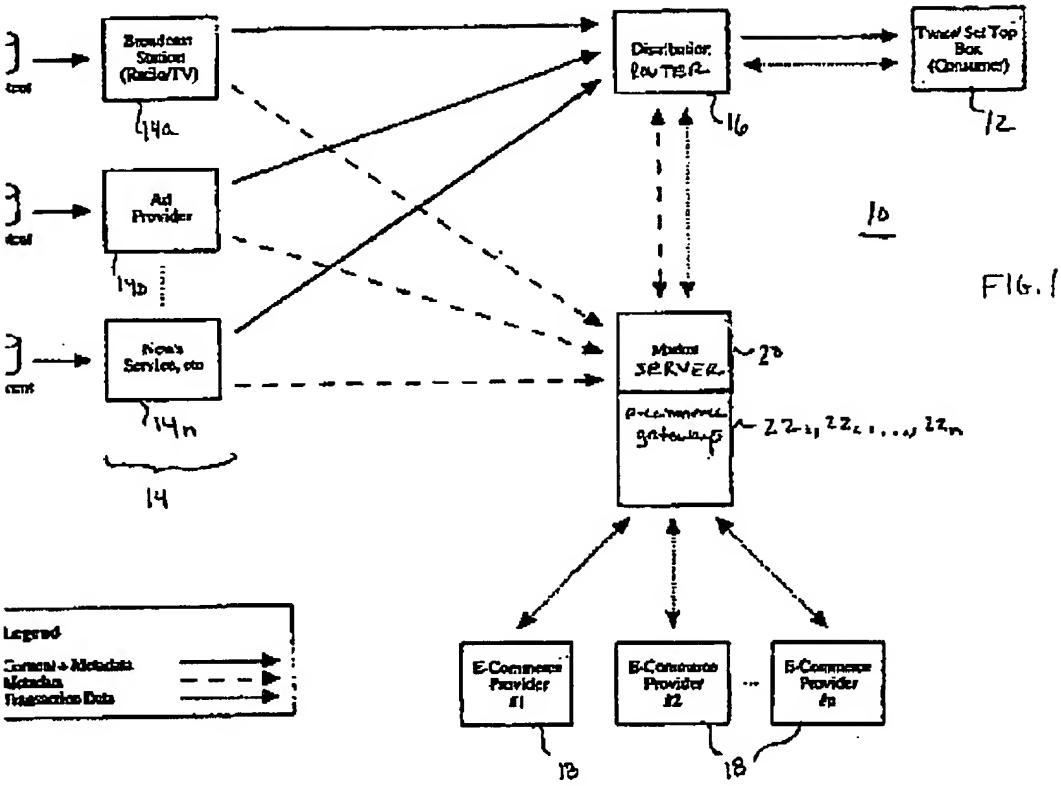


FIG. 1

Discussion of FIG. 1

a) **System Components.** Note: "content" database on far left is as shown in Slik (it is cut off). According to the Legend shown in the figure, the Content Database provides "content" and "metadata" to Content Provider 14. Each Content Provider then separately transmits this to the Distribution Router, but only the metadata is provided to the Market Server.

b) **Role of Distribution Router 16**: receives streams from content providers and provides to user upon request. Converts unicast streams to multi-cast streams. Stores directories of which user devices are locally connected. (Col. 3, lines 30-37; col. 3, line 66- col. 4, line 3). Routers are not known for storing content streams. (Webopedia: "A device that forwards data packets along networks.")

The distribution router provides channels (content blocks) to the user in response to request for content. (Col. 7, lines 10-63.)

Transactions for e-commerce purposes initiated by a user are forwarded by distribution router to Market Server (Col. 6, line 59-60).

c) **Role of Market Server**

Handles requests from a user to purchase item (transactions). (Col. 2, 19-29; Col. 6, lines 9-49).

Market Server can direct substitution of advertising content fro a user (Col. 8, line 48-65; see also col. 9).

2) Questions for Clarification of Office Action

a) **What is the server in Slik?** The Office Action references col. 4, lines 4-15, which states:

> Content can be, but is not limited to, audio, video, data, graphics, text and multimedia information. The content is preferably transmitted via a distribution system which can be a communications network including, but not limited to, direct network connections, server-based environments, telephone networks, the Internet, intranets, local area networks (LAN), wide area networks (WAN), the WWW or other webs, transfers of content via storage devices, coaxial cable, power distribution lines (e.g., either residential or commercial power lines), fiber optics, among other paths (e.g., physical paths and wireless paths). For example,

b) **How does Slik (col. 3, lines 41-47, and col. 4, lines 59-63) disclose the specific metadata object claimed?**

> *"metadata object, wherein the metadata object further comprises an application program identifier identifying an application program executing in a cable headend associated with processing the asset and where the structure is understood by the application program indentified by the application program identifier."*

Slik (col. 3, lines 41-47) discloses meta-data that describes the content and how it can be used, but does not disclose it "comprises an application program identifier" that identifies an application program.

> mission (e.g., via the Internet). In addition to content, metadata is provided with the transmitted content (e.g., embedded therein) which describes the content and how it can be used. Content providers **14** can also be advertisement providers **14***b*, new services **14***n*, pay content services, and so on, which provide their specific streams of content upon demand. As with broadcast stations, these types of content

Similarly, Slik discloses (col. 4, 59-63) describes various possibilities of meta-data, but does not disclose it comprises an "an application program identifier" that identifies an application program.

> block is to be used in place of another content block. Some exemplary metadata types include, but are not limited to, the duration of the content block, its title, type of block, security options, a description of the content, a description of associated products, a description of the content owner, a description of user rights, and so on. A specialized metadata

c) How does Slik (col. 5, lines 5-10, and lines 57-61) disclose the claimed "content object", which is part of the asset stored in the staging server?

> *"a content object, wherein the content object represents data to be stored ...in the cable headend based upon instructions originating form the application program as a result of interpreting the metadata object and wherein the metadata object identified the content object"*

Slik discloses in col. 5, lines 5-10, refers to "content blocks" but not much more:

> a process described in connection with FIG. 5), in addition to the blocks of content **41** and **46** with which metadata **47** is associated to define duration, costs and other information. A reference content block (e.g., block **42**) is an empty content block preferably having only metadata that refers to a second, different content block or reference content block (e.g., block **43**). The metadata in a reference content block

Similarly, Slik in col. 5, lines 57-61, discloses the Market Server can substitute content:

and analyzed by the market server 20. Such information allows the market server 20 to perform real-time spot market functions whereby floating reference content blocks in streams provided by a content provider 14 to users can be substituted with different content (e.g., advertisements), 60 depending on the user. The market server 20 can also

However, FIG. 1 of Slik specifically discloses the Market Server does not receive content, but only meta-data, so Slik presumably directs the Distribution Router in some manner.

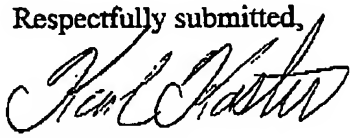
3) Summary of clarifications sought by Applicant (with summary of specific citations).

a) Server in Slik is: _____.

b) Meta-data comprising an application program identifier is: _____.

c) content object to be stored in cable headend is: _____.

Respectfully submitted,



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